



Downtown Muskegon Business Improvement District

Meeting Agenda

Sept. 27, 2019

8 a.m.

Muskegon City Hall
933 Terrace, Muskegon, MI
Room 103

- 1) Call to Order
- 2) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the meeting June 28, 2019 (special)
 - c) Approval of Minutes from May 28, 2019
- 3) Public Comment (on an agenda item)
- 4) New Business
 - a) Acceptance of financial statements as of Aug. 31, 2019 and review financial position
 - b) Transfer Letter of Letter Intent for BID staff from DMN to DDA through 2020
 - c) Review of 2019-2020 winter snow removal agreements
 - d) Marketing and events update
 - e) Discussion of future of BID after 2020
- 5) Other Business
 - a) Downtown project and Midtown streetscape updates
 - b) Next meeting is scheduled for Friday October 25, 2019 at 8 a.m. in Muskegon City Hall, room 103
- 6) Adjournment

To: Downtown BID board

From: Dave Alexander, Muskegon business development manager

Re: BID agenda items for Friday Sept. 27, 2019

Date: 9-24-19



Sorry for the long agenda packet but there was a lot I wanted to share with you as the BID board has not met since June. Remember that you have decided to meet at Muskegon City Hall on the last Friday of every other month at 8 a.m. Thus, you will have this month's meeting at Muskegon City Hall, Room 103, 933 Terrace, Muskegon, MI 49440 starting at 8 a.m.

Financial report: I have the financial report for the BID as of the Sept. 24. It shows a cash reserve of \$137,874. Bills that aren't paid include \$21,000 for the DPW summer landscaping services, \$20,000 for the Terrace and Third parking lot paving, \$5,000 final payment for the community Christmas Tree in Hackley Park, \$1,500 for the Wood Radio live remote this Thursday morning, \$9,000 for downtown Christmas decorations this season, a \$12,500 administrative payment, \$2,500 to support Holidays in the City and about \$20,500 winter snow removal for a month and a half at the end of the year. The expected expenditures of \$92,000 would leave a fund balance of approximately \$45,500. The BID was at about \$53,000 fund balance at the end of 2018. This year's fund balance includes the additional \$20,000 for the parking lot that was not budgeted. I have included a 2019 budget and work plan in your packet.

BID-DDA letter: Please find the Letter of Understanding between DMN and the BID for staff services through 2020. The updated letter in your packet transfers the work and the \$25,000 annual payment to the DDA and city staff.

Winter snow removal: I have put in your packets the agreements in place for downtown snow removal for this coming winter with the city DPW for sidewalks and Summit for parking lots. An additional \$2,400 would be spent on Midtown parking lot snow removal at 1144 Third, the old auto dealer lot used by the district. The BID has a status quo plan for this winter just like last winter when the BID spent \$68,414 on winter snow removal (including snow trucking and salting

by Summit) which is \$6,586 less than the \$75,000 budgeted. I plan to contract with TerraScape for Midtown snow removal at the same price as last year.

Marketing and events update: The \$15,500 marketing, promotion and events is over spent \$5,281 but is covered by the under spending in snow removal. I am very happy with the efforts such as print ads, Livability, billboards, radio remote along with the standard tri-fold maps, tear-off maps, website and social media among other efforts. My strategy has been to partner on various marketing buys that support the BID, its businesses and its property owners/investors such as the radio, billboard and Livability in which we picked up a portion of the cost for advertising outlet we could never have afforded on our own. As for Livability, I have put a proposal in your packet for 2020 going from a city/BID/DDA effort for a four-page pull out ad in as the back cover of the magazine to a two-page brand story. I would see us spending less than the \$5,000 we did last year, maybe just half of that as we split the cost with the city of Muskegon. Year two would be out of next year's marketing budget of the BID.

Future of the BID: I have provided you with background materials in your packet for your discussion. I will come to the meeting with the current budget of the DDA, which I think plays into your decision. If at the end of the discussion, I could get a reasonable consensus on the direction you want to go, I would then bring you back a specific plan – if you want to extend the BID – for your October meeting.

Information: In your packet are my economic development reports to the DDA for the past three months and the initial information on the Midtown/Third streetscape project now under construction.

Downtown Muskegon Business Improvement District

Meeting Minutes

Special meeting

June 28, 2019

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 8:01 AM

Attendance: Bob Tarrant, Gary Post (Vice Chairman), Bruce Lindstrom, Doug Pollock (Chairman), Phyllis Watson-Laudermill, Frank Peterson and Mike Hennessy (

Excused Absent(s): John Riegler.

Guests: Dave Alexander, Downtown Muskegon Now director,

2) Public Comment (on an agenda item) – The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

3) New Business

- a) The Downtown Muskegon Development Corp., owners of the parking lots along Morris Avenue from First to Second streets, has put together a plan to repave the parking lot used as free public parking downtown that is maintained during the winter by the BID. In a three way split of the \$60,000 cost of the paving project, DMDC proposes the BID pays \$20,000, the Downtown Development Authority pays \$20,000 and the DMDC pays \$20,000. The contract with Ravenna Sealcoating is being handled by the DMDC. The DMDC and the DDA have already approved the cost share. A Letter of Understanding among the three parties on how costs would be accounted if the parking lot is used for development prior to the end of the seven-year anticipated life span of the repaving. If the parking lots are developed before the end of the seventh year, the three parties agree to an accelerated depreciation schedule to determine the amount owed the BID and DDA. The \$20,000 comes from BID fund balance.

Motion to approve the \$20,000 parking lot expenditure and letter of understanding:

Frank Peterson

Support: Bruce Lindstrom

Vote: All voted in favor

- b) The BID board discussed the board opening with the resignation of Clyde Whitehouse. Board members will suggest a potential new member to Chairman

Doug Pollock and a recommendation will be forwarded to the Muskegon City Commission for appointment.

4) Other Business

- a) The BID board discussed its next meetings through the end of 2019. The board members found a Friday at 8 a.m. to be a better meeting day and time. The BID board meetings in the chamber would be moved to Muskegon City Hall as DMN goes out of business and the city DDA will eventually take over staffing the BID. The next two meetings will be Sept. 27 and Oct. 25, both at 8 a.m., at Muskegon City Hall, 933 Terrace, Muskegon, MI 49440.

5) Adjournment

8:27 AM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

Downtown Muskegon Business Improvement District

Meeting Minutes

May 28, 2019

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:01 PM

Attendance: Bob Tarrant, Gary Post (Vice Chairman), John Riegler, Bruce Lindstrom and Frank Peterson

Excused Absent(s): Doug Pollock (Chairman), Phyllis Watson-Laudermill, and Mike Hennessy.

Guests: Dave Alexander, Downtown Muskegon Now director, Muskegon DPW director Leo Evans, and Dennis Lohman.

2) Consent Agenda

Approval of Agenda; Minutes from the meeting Nov. 27, 2018; acceptance of financial statements as of April 30, 2019 and review financial position; formal vote on 2019 landscaping LOU with city DPW from March 26; and formal vote on 2019 planter agreement with Barry's Flowers from March 26.

Motion: Frank Peterson

Support: Bruce Lindstrom

Vote: All voted in favor

3) Public Comment (on an agenda item) – The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like.

4) New Business

- a) With the new streetscape plans for Midtown – Third Street from Muskegon to Merrill – the city DPW has asked to put that work into the BID summer landscaping agreement with DPW for 2020. The cost would be estimated at \$2,000 more than the BID is currently paying (not to exceed \$21,000) the city for summer landscape services.

Motion to approve the additional landscaping costs of \$2,000 for Midtown in 2020:

Frank Peterson

Support: John Riegler

Vote: All voted in favor

- b) With DMN going out of business and merging with the Downtown Development Authority as of July 1, the board agreed a new Letter of Understanding with the DDA on staffing through the end of 2020 was needed. The \$25,000 annual administrative fee would go to the DDA. Dave Alexander will bring that to the DMN board at a future meeting. Bob Tarrant emphasized it was important in the merger for the BID assessment payers to continue to get their money's worth in services. Communications are important going forward, he said.
 - c) With the move to staffing through city staff and the DDA, the board agreed to move its meetings in the future to Muskegon City Hall, 933 Terrace, Muskegon, MI 49440.
 - d) The BID board discussed potential replacements of Clyde Whitehouse for the remainder of his term.
 - e) A discussion of the future of the BID beyond 2020 brought out the division of opinion on that subject. John Riegler said the BID has served its purpose and should go away as it was opposed by several from day one. The DDA should continue doing the BID's work. Frank Peterson argued that the BID brings a significant amount of value to downtown, just consider the look of downtown in the summer and snow removal in the winter. Gary Post said that there are too many organizations downtown and there should be a consolidation into one, the DDA. If the BID were to be extended beyond 2020, the boundaries and special assessment rates need to reflect "benefit" as the BID found out in a handful of Michigan Tax Tribunal appeals that did not go the BID's way.
- 5) Other Business
- a) Dave Alexander gave an update on downtown projects.
- 6) Adjournment
4:40 PM
No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON
 PERIOD ENDING 09/30/2019

GL NUMBER	DESCRIPTION	2019-20 AMENDED BUDGET	BEG. BALANCE 07/01/2019	ACTIVITY FOR MONTH 09/30/2019	YEAR-TO-DATE THRU 09/30/19	END BALANCE 09/30/2019
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		155,838.82	464.40	(17,963.85)	137,874.97
297-00000-1251	ACCOUNTS RECEIVABLE		0.00	0.00	0.00	0.00
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE		0.00	0.00	0.00	0.00
TOTAL ASSETS						
			155,838.82	464.40	(17,963.85)	137,874.97
Liabilities						
297-00000-2100	ACCOUNTS PAYABLE		18,045.25	0.00	(18,045.25)	0.00
TOTAL LIABILITIES						
			18,045.25	0.00	(18,045.25)	0.00
Fund Equity						
297-00000-3400	FUND BALANCE UNRESERVED		135,788.75	0.00	0.00	135,788.75
TOTAL FUND EQUITY						
			135,788.75	0.00	0.00	135,788.75
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		464.40	464.40	464.40
297-00000-4805	CONTRIBUTIONS	0.00		0.00	0.00	0.00
297-00000-4901	OP. TRMS FROM GENERAL FUND	0.00		0.00	0.00	0.00
297-00000-4970	INTEREST INCOME	0.00		0.00	0.00	0.00
TOTAL REVENUES						
			0.00	464.40	464.40	464.40
Expenditures						
297-00000-5300	BUDGETED CONTRACTUAL SERVICES	0.00		0.00	0.00	0.00
297-70803-5201	OFFICE SUPPLIES	0.00		0.00	0.00	0.00
297-70803-5207	POSTAGE	0.00		0.00	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES	0.00		0.00	50.00	50.00
297-70803-5352	PUBLIC RELATIONS	0.00		0.00	333.00	333.00
TOTAL EXPENDITURES						
			0.00	0.00	383.00	383.00

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 297 DOWNTOWN MUSKEGON BID							
01/01/2019			297-70803-5201 OFFICE SUPPLIES		BEG. BALANCE		0.00
05/20/2019	AP	INV	MISC ONLINE VENDOR	05/05/2019	246.18		246.18
05/20/2019	AP	INV	AMZN MKTP US MN7T19FB1 AM - sidewalk				
			MISC ONLINE VENDOR	05/13/2019	246.18		492.36
07/01/2019			AMZN MktP US MN9J68JT2 - sidewalk ch				
09/30/2019			2019-20 Fiscal Year Begin				0.00
			297-70803-5201	END BALANCE			0.00
			Cumulative Net Debits and Credits:		492.36	0.00	492.36
01/01/2019			297-70803-5346 CONTRACTUAL SERVICES		BEG. BALANCE		58,185.00
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOW PLOWING	35005	225.00		58,410.00
01/09/2019	AP	INV	JAN 2019 SHOVELING INSTALLMENT				
			SUMMIT LAWN CARE & SNOW PLOWING	35006	1,110.00		59,520.00
01/23/2019	AP	INV	SNOW PLOWING INSTALLMENT				
			TERRASCAPE ARCHITECTS INC	1805	1,200.00		60,720.00
02/06/2019	AP	INV	SNOW PLOWING 1144 THIRD ST				
			SUMMIT LAWN CARE & SNOW PLOWING	35603	2,080.00		62,800.00
02/21/2019	AP	INV	JANUARY SALTING WITH LIQUID				
			SUMMIT LAWN CARE & SNOW PLOWING	34837	1,280.00		64,080.00
02/21/2019	AP	INV	SALTING NOV 2018				
			SUMMIT LAWN CARE & SNOW PLOWING	35744	225.00		64,305.00
02/21/2019	AP	INV	FEB 2019 SEASONAL SHOVELING				
			SUMMIT LAWN CARE & SNOW PLOWING	35745	1,110.00		65,415.00
04/10/2019	AP	INV	SEASONAL SNOW PLOWING FEB 2019				
			SUMMIT LAWN CARE & SNOW PLOWING	36663	960.00		66,375.00
04/10/2019	AP	INV	SALTING MARCH 2019				
			DOWNTOWN MUSKEGON NOW	2237	6,703.28		73,078.28
04/30/2019	GJ	JE	REIMBURSEMENT FOR INS, EVENTS, MARKE				
			TO MOVE BID MONEY TO THE GF FOR WINT	5041	48,500.00		121,578.28
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOW PLOWING	36364	4,314.30		125,892.58
05/09/2019	AP	INV	SALTING FOR FEBRUARY				
			SUMMIT LAWN CARE & SNOW PLOWING	34996	480.00		126,372.58
05/09/2019	AP	INV	SALTING DECEMBER 2018				
			SUMMIT LAWN CARE & SNOW PLOWING	36386	1,110.00		127,482.58
05/09/2019	AP	INV	SEASONAL SHOVELING MARCH 2019				
			SUMMIT LAWN CARE & SNOW PLOWING	36385	225.00		127,707.58
06/12/2019	AP	INV	SEASONAL SHOVELING MARCH 2019				
			BARRY'S FLOWER SHOP	6/6STMT	9,550.00		137,257.58
06/12/2019	AP	INV	BID SUMMER FLOWER PLANTERS AGREEMENT				
			BARRY'S FLOWER SHOP	6/6STMT	1,000.00		138,257.58
06/12/2019	AP	INV	BID SUMMER FLOWER PLANTERS AGREEMENT				
			BARRY'S FLOWER SHOP	6/6STMT	400.00		138,657.58
06/30/2019	AP	INV	BID SUMMER FLOWER PLANTERS AGREEMENT				
			DOWNTOWN MUSKEGON NOW	2238	12,500.00		151,157.58
06/30/2019	AP	INV	STAFFING SERVICES FOR BID JAN-JUNE 2				
			DOWNTOWN MUSKEGON NOW	2239	4,245.25		155,402.83
06/30/2019	AP	INV	INSURANCE, EVENTS, MARKETING WESITE				
			BARRY'S FLOWER SHOP	63019	1,300.00		156,702.83
07/01/2019			DOWNTOWN PLANTER MAINT AND REPLANTIN				
08/26/2019	AP	INV	2019-20 Fiscal Year Begin				0.00
			MISC CREDIT CARD VENDOR	08/14/2019	50.00		50.00
09/30/2019			WCWIE HOSTING - monthly Downtown Mkg				
			297-70803-5346	END BALANCE			50.00
			Cumulative Net Debits and Credits:		98,567.83	0.00	98,567.83
01/01/2019			297-70803-5352 PUBLIC RELATIONS		BEG. BALANCE		7,042.49
01/14/2019	AP	INV	MISC CREDIT CARD VENDOR	01/04/2019	5,000.00		12,042.49
07/01/2019			JOURNAL COMMUNICATIONS - LIVABILITY				
08/07/2019	AP	INV	2019-20 Fiscal Year Begin				0.00
			MUSKEGON LAKESHORE CHAMBER OF COMM	77424	333.00		333.00
09/30/2019			SHARING COST OF ADVERTISING DOWNTOWN				
			297-70803-5352	END BALANCE			333.00
			Cumulative Net Debits and Credits:		5,333.00	0.00	5,333.00

Downtown Muskegon Business Improvement District

2019 Budget Recommendation & Explanation

Date: Nov. 21, 2018

To: Business Improvement District Board

From: Dave Alexander, DMN executive director

Budget Recommendation:

This is a proposed fourth-year budget for the Downtown Muskegon Business Improvement District. Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.04/sf annual the Downtown Muskegon BID can expect to generate \$161,647 during 2019. This revenue amount has been adjusted by a series of Michigan Tax Tribunal decisions in 2018 on assessment appeals.

Proposed 2019 BID budget

2018 BID Estimated Fund Balance	\$50,000
2019 Revenues	\$161,647
2019 Expenditures	
Snow removal	(\$75,000)
Landscaping	(\$30,000)
Marketing, promotion, events	(\$15,500)
Streetscape	(\$13,000)
Administration	(\$25,000)
Contingency	(\$3,147)
Total	(\$161,647)
Estimated Fund Balance Dec. 31, 2019	\$50,000

Budget Note:

The BID Board in 2016 appointed Downtown Muskegon Now as staff and managers of the BID. A Letter of Understanding between the BID and the DMN board was signed, having the budget and general spending categories established by the BID Board and work plans carried out by DMN. The administrative fee of \$25,000 per year was established for 2017. The letter of understanding was extended through 2020 as was the \$25,000 administrative fee.

All unused funds go to cash reserves in fund balance.

Budget Explanation:

Snow removal: The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1st, 2nd, 3rd, 6th & 7th Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2nd and 3rd Streets accessed off of Morris Ave. and in the former Mattson Olds parking lot in Midtown. The BID board approved a extension of the

sidewalk service for Clay from 7th to 9th streets (southside only) and 9th Street from Clay Avenue to Webster (eastside only).

The BID has signed three-year agreements with Summit Landscaping and Snow Removal for downtown parking lots and alleys, Terrascope Architects for Midtown, and with the city DPW for sidewalks.

Landscaping: The Downtown Muskegon BID in 2017 contracted with city of Muskegon Public Works Department to provide a high level of landscaping service after seeking bids from private contractors. The BID secured a three-year contract to provide these services 2018-2020. Downtown planters are being serviced by Barry's Flowers. Summer Landscaping includes the wedding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planning beds for the winter. The BID board significantly increased the landscaping portion of the budget vs. 2016 with the intention of furthering BID landscaping services to Terrace Avenue, Clay Avenue and Pine Street as funds allow.

Marketing, promotion, events: The BID was used to launch the highly successful First Fridays events in the downtown, and in 2018 and again in 2019 those monthly events are Chalk the Walk in conjunction with the Lakeshore Art Festival, Street Performers in August and Touch the Truck in September. Beyond events, the BID is supporting an updated Downtown Muskegon website, a revised downtown email list, an annual tri-fold downtown map/brochure, direct and indirect advertising among other marketing and promotional activities.

Streetscape: This is a broad spending category that allows the BID Board to improve downtown Muskegon through new holiday decorations, public art projects, banners, directional/informational signs, benches, trash receptacles, sidewalk repairs, new planters, public space maintenance such as Olthoff Stage and Alcoa Square and like expenditures. The 2019 budget includes an additional \$5,000 for the new community Christmas tree.

Administration: Downtown Muskegon Now provided the staff support to design and establish the Downtown Muskegon Improvement District in 2015 and 2016. As promised to the Muskegon City Commission for 2016, there was no BID funds expended for "salaries and benefits" – administrative costs. The BID requires staff time and effort. Going forward DMN needs to be compensated for its time and effort. Thus, administrative line-item in the 2019 budget continues until 2020.

Contingency: The 2019 BID budget has \$3,147 in unbudgeted revenues. This contingency fund is in addition to the carry-over fund balance from 2018.

Letter of Understanding between Muskegon Downtown Development Authority

and the Muskegon Business Improvement District

- The Muskegon Downtown Development Authority (DDA) is a city of Muskegon tax increment finance district designed to support downtown Muskegon. It took over the work of Downtown Muskegon Now (DMN) on July 1, 2019. DMN had a 2018-2020 Letter of Understanding with the Muskegon Business Improvement District (BID) that has been terminated.
- The Muskegon Business Improvement District (BID) was established by the city of Muskegon in 2015 as a self-assessment district providing services and improvements in the downtown area. **The BID was renewed for three years at the end of 2017 by the Muskegon City Commission.**
- Since Jan. 19, 2016, the BID Board of Directors selected DMN to provide staff services, which continued through July 1, 2019.
- With the three-year extension of the BID, DMN was to receive \$25,000 annually for 2018, 2019 and 2020 from the BID for administrative services. DMN collected its administrative fee for 2018 and half of it in 2019. **The DDA and city of Muskegon staff will step into the DMN position to provide staff services to the BID. DDA will receive \$12,500 for the second half of 2019 and \$25,000 for 2020.**
- The DDA Board with the help city of Muskegon staff **will carry out the 2018-2020 BID budgets as part of the three-year renewal process.** The BID board can establish specific expenditures of BID funds through the annual budget process, with the DDA board providing oversight of the BID's marketing, events and promotions line items.
- City staff will expend the funds and report at least quarterly to the BID board on the work completed. The DDA will provide semi-annual reports to the BID and downtown community.
- Over the next year and a half, the BID Board in conjunction with city staff will work on expanding the BID services beyond West Western Avenue and having the BID Board provide the Muskegon City Commission with a recommendation for the BID beyond 2020.
- This letter of understanding is for the **2018-2020 BID** as approved by the Muskegon City Commission and may be terminated with 60 days' notice by either party.

Approved by the Muskegon Downtown Development Authority board **Oct. 8, 2019**

Signed:

Martha Bottomley

DDA chair

Approved by the Business Improvement District board **Sept. 27, 2019**

Signed:

Doug Pollock

BID chair

Letter of Understanding between Downtown Muskegon Now and the Muskegon Business Improvement District

- Downtown Muskegon Now (DMN) is a non-profit corporation focused on economic development, marketing and events in downtown Muskegon, Mich.
- The Muskegon Business Improvement District (BID) was established by the city of Muskegon in 2015 as a self-assessment district providing services and improvements in the downtown area. On Jan. 12, 2016, the Muskegon City Commission unanimously approved the final district property assessments to launch the BID. **The BID was renewed for three years at the end of 2017 by the commission.**
- At its Jan. 19, 2016 meeting, the BID Board of Directors selected DMN to provide staff services to the district and renewed that arrangement in January 2017. For the past two years, DMN has administer the operations of the BID and has been the liaison to the city of Muskegon and its staff.
- With the three-year extension of the BID, **DMN will received \$25,000 annually for 2018, 2019 and 2020 from the BID for administrative services.**
- The BID Board with the help of DMN staff **established the 2018-2020 budgets as part of the BID renewal process**, which DMN will carry out on behalf of the BID Board. The BID board can establish specific expenditures of BID funds through the annual budget process, with the DMN board providing oversight of the BID's marketing, events and promotions line items.
- DMN staff will expend the funds and report at least quarterly to the BID board on the work completed. DMN will provide an annual report to the BID and downtown community each January.
- Over the next three years, the BID Board in conjunction with DMN staff will work on expanding the BID services beyond West Western Avenue.
- This letter of understanding is for the **2018-2020 BID** as approved by the Muskegon City Commission and may be terminated with 60 days' notice from either party.

Approved by the Downtown Muskegon Now board **Feb. 8, 2018**

Signed: 

Andy Maciejewski

DMN president

Approved by the Business Improvement District board **Jan. 23, 2018**

Signed: 

Doug Pollock

BID chairman

Letter of Understanding

City of Muskegon DPW and Muskegon downtown Business Improvement District

This is a Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning the snowplowing of downtown sidewalks for the winter seasons from **Nov. 15, 2017 to April 15, 2020**. City and BID officials will work together to provide superior snow removal services the most efficient, cost-effective way.

For each snow season Nov. 15 to April 15, the BID will pay the city a total of **\$48,750 (\$9,750 per month)** as a retainer to provide the outlined services below for Monday through Saturday. Sunday sidewalk services **for the three years** will be requested on an "as needed" basis and billed by the city for time and materials.

Monthly costs and invoices will be sent to Downtown Muskegon Now as managers of the BID and paid by the city Finance Department with BID funds to the DPW. Muskegon DPW will provide DMN a monthly accounting of the downtown sidewalk activity and expenses, reports that will be shared with BID board members.

Sidewalk snowplowing, salting (as needed) and snow pile removal (as needed) will be provided by the city when fresh snow accumulations are **2 inches or greater** measured at Third Street and West Western Avenue each morning. The goal with overnight snowfalls is to clear the sidewalks by **8 a.m.** the next morning starting along Western Avenue, if possible. The goal on Saturdays is to have the sidewalks on the main streets of Western, Clay, Morris and Third cleared by **8 a.m.** or as needed. Sidewalk snowplowing services provided by the city on Sundays and holidays will result in higher charges due to overtime and will be triggered by downtown needs. Sidewalk snow clearing is more limited on Saturdays-Sundays and holidays as outlined below.

The area of sidewalk snow removal services is shown on the attached maps.

Sidewalk Snow Removal for weekdays (Monday-Friday map)

- W. Western Ave. between 7th Street and **Spring Street**
- W. Clay Ave. between 3rd St. and **Spring Street**.
- Webster Ave from 3rd St. to **Pine St.**
- Morris St between 3rd St. and Terrace St.
- **Apple Avenue from First Street to Jefferson Street.**
- **Muskegon Avenue from First Street to Pine Street**
- 7th Street from W. Western Ave. to W. Clay
- **6th Street from W. Western Ave. to W. Clay Ave.**
- 4th Street between W. Western Ave. & W. Clay Ave

- 3rd Street from the parking lot behind the Hume Building (at Morris) to Merrill Ave.
- 2nd Street between Morris Ave & Webster Ave.
- 1st Street between Morris Ave & W. Apple. Ave.
- Jefferson St. between W. Western Ave & Walton Ave.
- Terrace St. between Shoreline Dr. & W. Muskegon Ave.
- Pine St. between W. Western Ave. & W. Muskegon Ave.
- Spring Street between W. Western Ave. and W. Clay Ave.

Sidewalk Street Crossings

- All efforts should be made to keep sidewalk entrances to streets clear

3rd & W. Western Traffic Circle

- The cross walks in the traffic circle at 3rd and Western should also be cleared

Sidewalk snow removal for Saturdays-Sundays and holidays (weekend map)

- W. Western Ave. from Terrace to 7th St., both sides of the street.
- Morris Avenue, Terrace St. to Third St., both sides of the street.
- Clay Ave. from Third St. to Terrace St., both sides of the street.
- Third St. from Morris Ave. to Merrill Ave., both sides of the street.

Sidewalk Street Crossings

- All efforts should be made to keep sidewalk entrances to streets clear

3rd & W. Western Traffic Circle

- The cross walks in the traffic circle at 3rd and Western should also be cleared

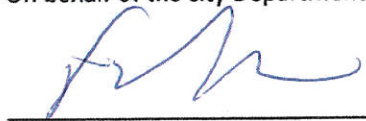
Salting and snow pile removals

- Salting of sidewalks and crosswalk entrances will be done when they are treacherous and weather conditions for salting are favorable.
- Snow pile removal will be done when needed in coordination with piles from street plowing.

City DPW and the BID have the right to review this letter of understanding at the end of each season.

Issues concerning the daily sidewalk snow plowing services will be handled jointly by Dave Alexander, executive director of Downtown Muskegon Now on behalf of the BID or BID board members residing downtown on weekends and holidays and city Public Works Director or a designee.

On behalf of the city Department of Public Works:



Date: 11.5.17

Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:



Date: 11/7/17

Doug Pollock, BID board chairman

All Color-coded sidewalks are in need of snow removal

Blue Lines = Sidewalks/crosswalks weekday from 2017-2020

Yellow Lines = Sidewalks/crosswalks weekdays and weekends from 2017-2020

Red Lines = Sidewalks/crosswalks weekdays added for 2017-2020

2" trigger each day

Notes:

- Sidewalk plowing on Third St. between Western and Clay should connect to plowing done by Baker College in front on the CIM
- Crosswalks should be open to the street, and the cross walks within the Traffic Circle at 3rd & Western should also be maintained and kept open.

Please note, the maps have overlap between the two pages - the map is intended to be a reference tool.





Google

Shoreline Dr
Terrace St
W Apple Ave
1st St
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3rd St
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Letter of Understanding

City of Muskegon DPW and Muskegon downtown Business Improvement District

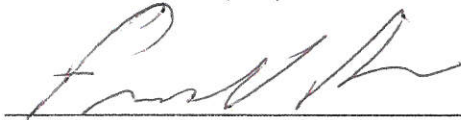
This is an update of the Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning the snowplowing of downtown sidewalks for the winter seasons from **Nov. 15, 2018 to April 15, 2020**. This letter updates the price of the service BID will pay to the city and updates a new sidewalk area to be serviced for the 2018-2019 and 2019- 2020 winter seasons.

For each snow season Nov. 15 to April 15, the BID will pay the city a total of **\$50,125 (\$10,025 per month)** as a retainer to provide the outlined services below for Monday through Saturday. Sunday sidewalk services **for the two years** will be requested on an "as needed" basis and billed by the city for time and materials.

Additional Sidewalk Snow Removal for weekdays (see attached map)

- Clay Avenue from 7th Street to 9th Street, south side sidewalk only
- 9th Street from Clay Avenue to Webster Avenue, east side sidewalk only

On behalf of the city Department of Public Works:



Date: 10.16.18

Frank Peterson, Muskegon city manager

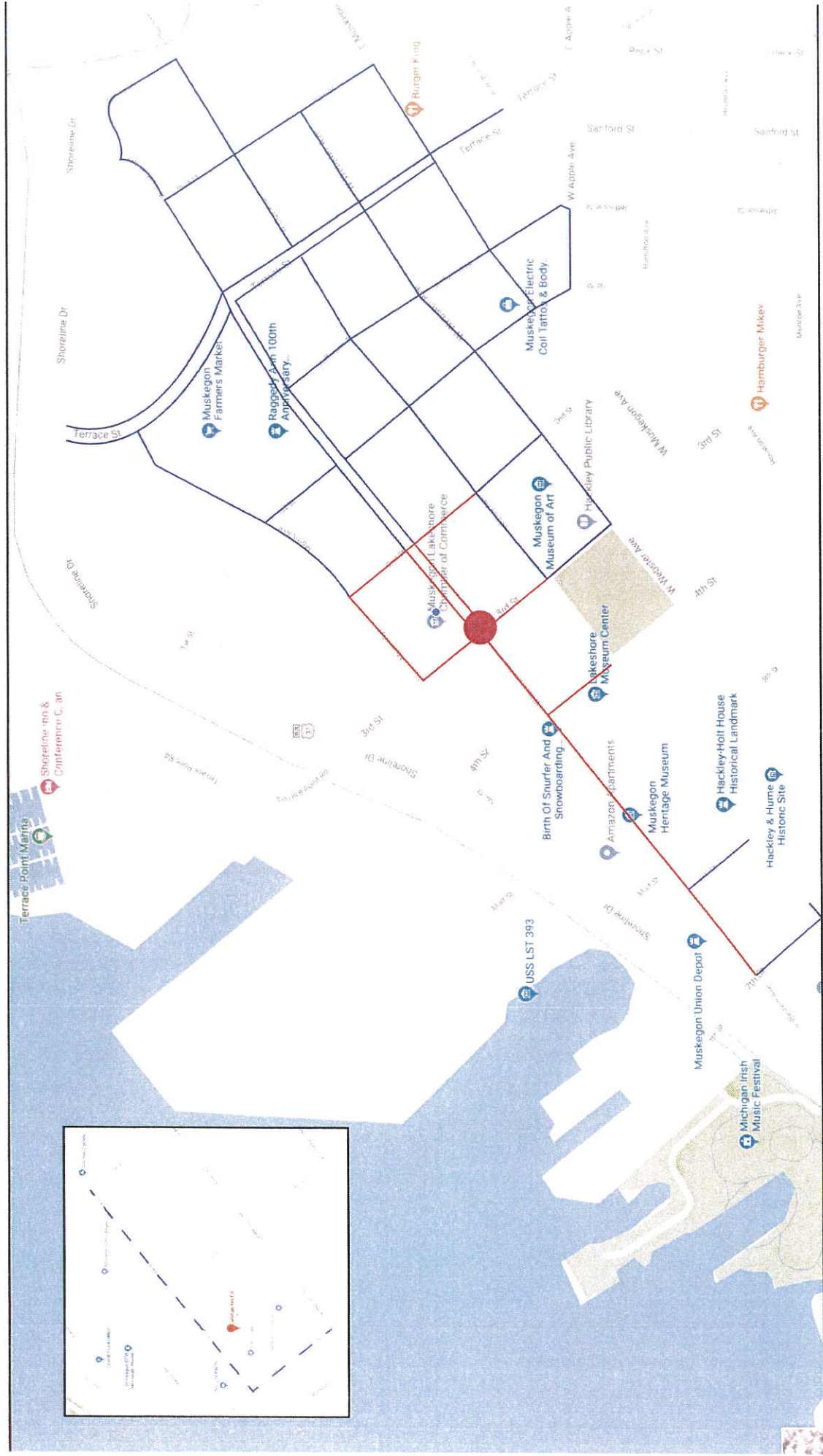
On behalf of the downtown Muskegon Business Improvement District:



Date: 10/16/18

Doug Pollock, BID board chairman

2020 SNOW REMOVAL MAP



■ Sidewalks/crosswalks weekday and weekend from 2017-2020
 ■ Sidewalks/crosswalks weekday from 2018-2020



Complete Outdoor Property Management

377 W. McMillan Rd.
Muskegon, MI 49445
Tel: 231-798-2932
Fax: 231-799-8140
info@summitlawncares.net
www.summitlawncares.net

Date:	November 10, 2017	Service Site:	Same
To:	Dave Alexander	Service Address:	
Company:	Downtown Muskegon	Service Address:	
Billing Address	380 W. Western Ave	Service City, State, Zip	
Billing Address		Site Contact:	
City, State, ZIP	Muskegon MI 49440	Contact Phone:	
Phone:	231-724-3180	Contract Start	11/15/2017
Fax:		Contract End:	4/15/2020
Email:	dalexander@downtownmuskegon.org		
Proposal:	Snow & Ice Management 2017-20 Season (prices valid for 30 days)		
	Includes services drives		

Snow Plowing 2017/2020 Seasons

Snow season dates: November 15, 2017 - April 15, 2020

Snow and Ice Control Services			
Frequency	Description	Rate	Per
Per event services			
1.5"-2"	Snow plowing and Shovel billed in 5 monthly installments of \$1,110 reach beginning November 1	\$ 5,550.00	Total Seasonal
1.5"-2"	Shovel walks - billed in 5 monthly installments of \$225 beginning November 1	\$ 1,225.00	Total Seasonal
	Parking lot deicing per event	\$ 160.00	Billed Per event
Services by request			
Client approval	Loader for stacking snow or loading truck	\$ 150.00	Hourly
Client approval	50 yard dump truck for hauling snow	\$ 85.00	Hourly

Snow will be plowed at the discretion of Summit Lawn Care & Snow Plowing, Inc. Customer understands that if snowfalls exceed 5" trucks may only plow throughways then return later to clear lots. We will make every effort to have snow removed before business hours; however, this may not be possible if 2" of snow has not fallen before 4 am. When customer agrees to parking lot deicing as needed, deicing will occur at the discretion of Summit Lawn Care & Snow Plowing, Inc. to designated areas when slippery and/or icy conditions warrant, regardless of snowfall totals. If customer elects to have deicing agents applied at their request, customer understands that the service will occur the next time a truck is in the area. If snow stacking or hauling is necessary, the customer will be notified for approval and will be charged at an hourly rate. If diesel or gas prices go over \$4.50 per gallon we may find it necessary to apply a fuel surcharge. Requests to return to clear entrances after city plows may be counted as a full service visit. Snow clearing during extreme snow events of 8" or more in a 12-hour period may count as multiple visits. Salt prices are based on 2015 pre-purchase prices negotiated by Summit Lawn Care & Snow Plowing with suppliers. In the event an unexpected salt shortage occurs due to extreme weather demands or government salt seizure, customer may be notified regarding price increases. In the event that salt prices decrease, customer may be notified of the price decrease.

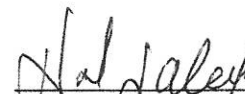
Billing occurs once a month with an option to be billed twice a month. Payment terms are net 30 days. After 30 days a 10% late fee may be imposed. Any additional services will be performed upon the request of the customer. Option for electronic billing is available. Please call our office 231-798-2932 for additional service requests.

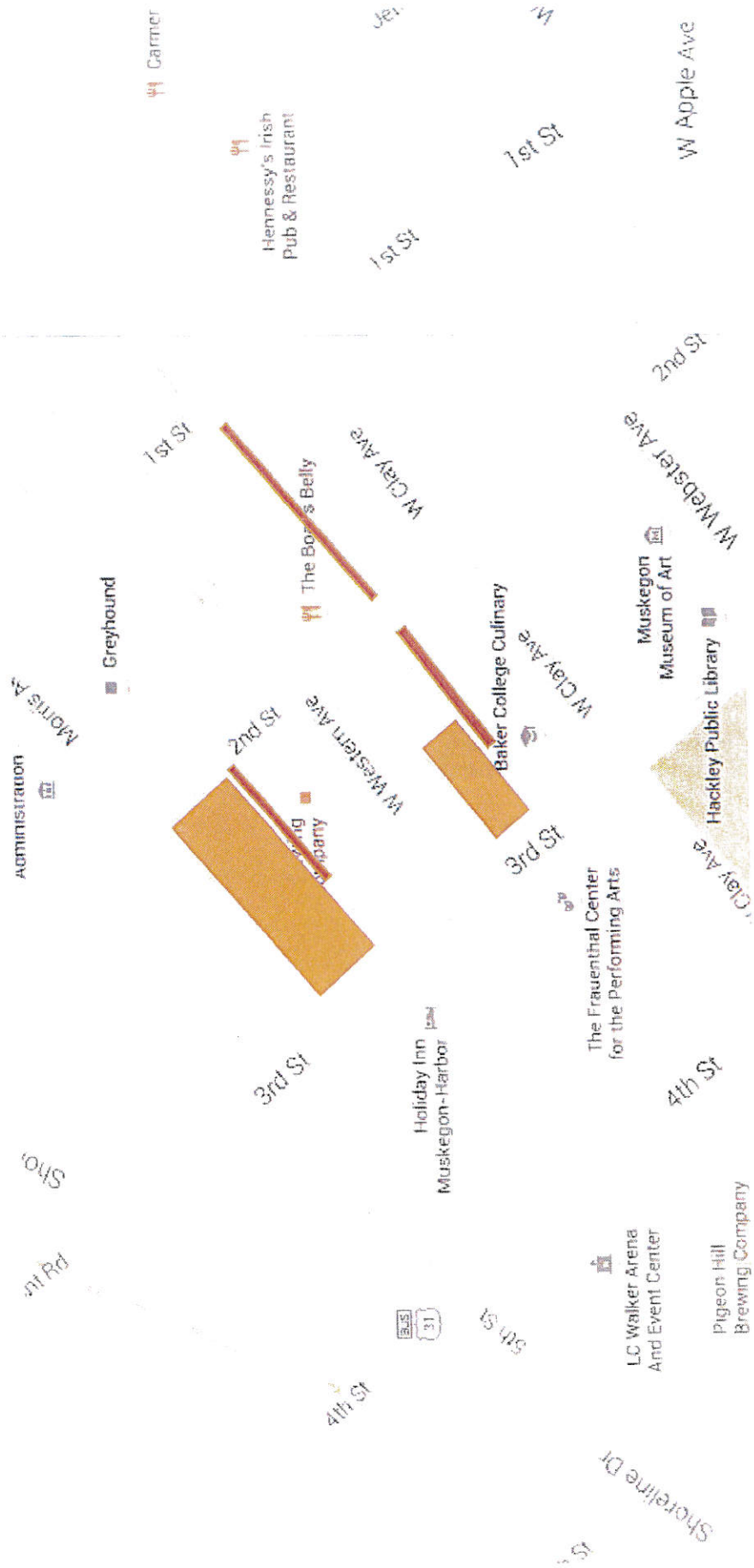
Snow contracts are accepted on a first-come, first-served basis. Availability is limited. A fax copy of the agreement is acceptable.

For multi-year contracts there will be a annual review in which both sides have the opportunity opt out if it is deemed necessary.

Summit Lawn Care & Snow Plowing, Inc.
A Michigan Company


Michael B. Weiler, President

 11-10-17
Authorized Signature Date
on behalf of the Business
Improvement District



All Color-coded areas are in need of snow removal

Orange Boxes = Parking Lots
Red Lines = Alley

1.5" trigger

Dave Alexander

From: Scott Young <syoung@livmedia.com>
Sent: Wednesday, September 11, 2019 8:56 PM
To: Dave Alexander
Subject: Analytics or Livability Muskegon Lakeshore

Sorry I forgot to send this earlier!

Top Cities *Where sessions originated*

Muskegon, Detroit, Georgetown Township, Norton Shores, Gloucester, Scottsdale

Key Points

- The Muskegon Livability landing page rank **#1 in Google Search** for “move to Muskegon.”
- The Muskegon Livability landing page hosts the digital magazine plus **7 custom articles** with direct links to local businesses and attractions.

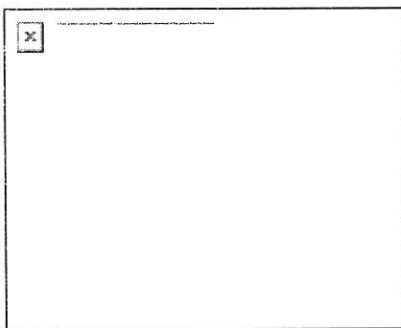
Top Content *By pageviews*

1. Muskegon, MI | Livability landing page
2. “More Than Meets the Eye: Discover the Arts Scene in This Hidden...”
3. “Discover the Beauty of Muskegon Lakeshore Neighborhoods”
4. “Business Initiative Helps Drive Economic Growth in Muskegon”
5. “Enjoy Some (Or All) of Muskegon Lakeshore's Local Food Favorites”
6. Norton Shores, MI | Livability landing page

Digital Magazine

TOTAL PAGE VIEWS: 19.78K

TOTAL VIEWS 634



Scott Young

Executive Integrated Media Manager

<https://livability.com/muskegon-lakeshore>

syoung@livmedia.com

[\(256\)394-1068](tel:(256)394-1068)

Content Marketing PREMIUMS

Showcase your brand and extend your reach in print, online and via social media. Content Marketing is a way for you to engage your audience by giving them legitimate information they want while positioning you and your brand as a trusted resource.

SPONSORED CONTENT

Our sponsored content program uses the power of editorial and photography to give you five dynamic ways to reach and retain your target audience.

- **CHOICE OF 8-PAGE OR 16-PAGE IN PRINT AND DIGITAL:** Choice of full-page or digest size
- **1,000 OVERRUN PRINTED COPIES**
- **STAND-ALONE DIGITAL VERSION:** Distribute through email and social media, and embed on your website as additional content!
- **MARKETING LANDING PAGE ON LIVABILITY.COM WITH STATE OR CITY PAGE PROMOTION**
- **FEATURED DIGITAL CONTENT WITH PAID PROMOTION:** Digital translation of one to two articles in Livability voice that will be in a fixed position within the main article river sitewide. Articles are categorized within the city section, based on the content topic and will be optimized for paid promotion on various social media and content channels.

**Upgrade available*

BRAND STORIES

Tell the story of your business or organization through a Brand Story, a special sponsored article written and designed in the overall tone and style of the publication.

- **CHOICE OF FULL PAGE OR TWO-PAGE SPREAD IN PRINT AND DIGITAL**
- **FEATURED CONTENT ARTICLE:** The content will be included as an organic article within the appropriate city/region/state section on Livability.com.
- **25 MAGAZINE COPIES**
- **100 OVERRUN PRINTED COPIES AND HIGH-RES PDF**



Here are a few of our advertising partners.

Our Campus

Ball State University is the only public university in the state of Indiana. With over 100 years of history, Ball State is a leader in education and research. Our campus is a vibrant community of students, faculty, and staff. We are proud to be a part of this community and to provide a world-class education for our students.

Our Faculty

Ball State University is a leader in education and research. Our faculty is a diverse group of experts in their fields. They are dedicated to providing a world-class education for our students and to advancing the frontiers of knowledge. We are proud to be a part of this community and to provide a world-class education for our students.

Innovative Research

Ball State University is a leader in education and research. Our faculty is a diverse group of experts in their fields. They are dedicated to providing a world-class education for our students and to advancing the frontiers of knowledge. We are proud to be a part of this community and to provide a world-class education for our students.



Brand story

1 page spread 300 words \$7,730

2 page spread 450 words \$10,895

Theme: Center of the Action along the Muskegon Lakeshore, where to play as you work, live and stay in the city of Muskegon.

Location: Downtown to the beach

Talking points:

- Food & Drinks
 - Highlight a few places in both downtown and Lakeside
 - Possible ideas:
 - Pigeon Hill
 - Unruly
 - Wonderland Distillery, Bryl and Sprig, Rake (new)
 - Se4sons
 - Timbers
 - Lake House
 - The Deck
 - Fricano's
 - Dockers
- Recreation
 - Bike trail
 - Bike share program
 - Pere Marquette
 - McGraft Park
 - Muskegon Country Club
- Accommodations: Delta, Shoreline Inn, Pidge Inn, Bed and Breakfasts, numerous vacation rentals and Air B&Bs
- Arts and Culture
 - Highlight art and culture institutions from downtown to the beach
 - Including MMA, Hackley Library, H-H Homes, Lakeshore Museum Center, LST 393, Muskegon Heritage Museum, USS Silversides
- Events
 - Burning Foot
 - Lakeshore Art Festival
 - Rebel Road & Bike Time
 - Unity Music Festival
 - Parties in the Park
 - Shoreline Jazz Festival
 - Irish Festival

- Polish Festival
- Latino Festival
- Taste of Muskegon

Deadline to submit talking points, quotes and images: November 1st



725 Cool Springs Blvd. • Suite 400
Franklin, Tennessee 37067
(615) 771-0080 • Fax: (615) 771-0079

Journal Communications Inc
725 Cool Springs Blvd
Suite 400
Franklin, TN 37067

Contract ID: 086502
Advertiser ID: 10005341
P.O.: NONE

Advertiser (Bill To):
Dave Alexander, Frank Peterson
City of Muskegon
933 Terrace Street
Muskegon, MI 49443-0536
231-245-8827 | dalexander@downtownmuskegon.org

Agency :
No Contact

Production Contact :
No Contact

Sales Rep(s)

(225) Scott Young
syoung@livmedia.com

Publication: Livability Muskegon Lakeshore, Michigan
Contract Status: Proposed-Sent Out

Contract Description: 2 Page Brand Story + online MR

Advertising Services

Format :

PRINT

Pub / IO #	Issue	Onsale Date	Position	Description
0865 / 100727	02	03/30/2020		Brand Story, 2 Full Pages Premium
Ad Close Date : 11/22/2019				
Item : Complimentary Copies				
Headline :				
Special Instructions : JCI set ad, ad mats by 11/01/19				

WEB

Property / IO #	Flight Dates	Onsale Date	Position	Description
0865 / 100728	03/30/2020 to 03/31/2020	03/30/2020		Online, Medium Rectangle
Headline :				
Special Instructions : JCI Set ad ad mats by 11/01/19				

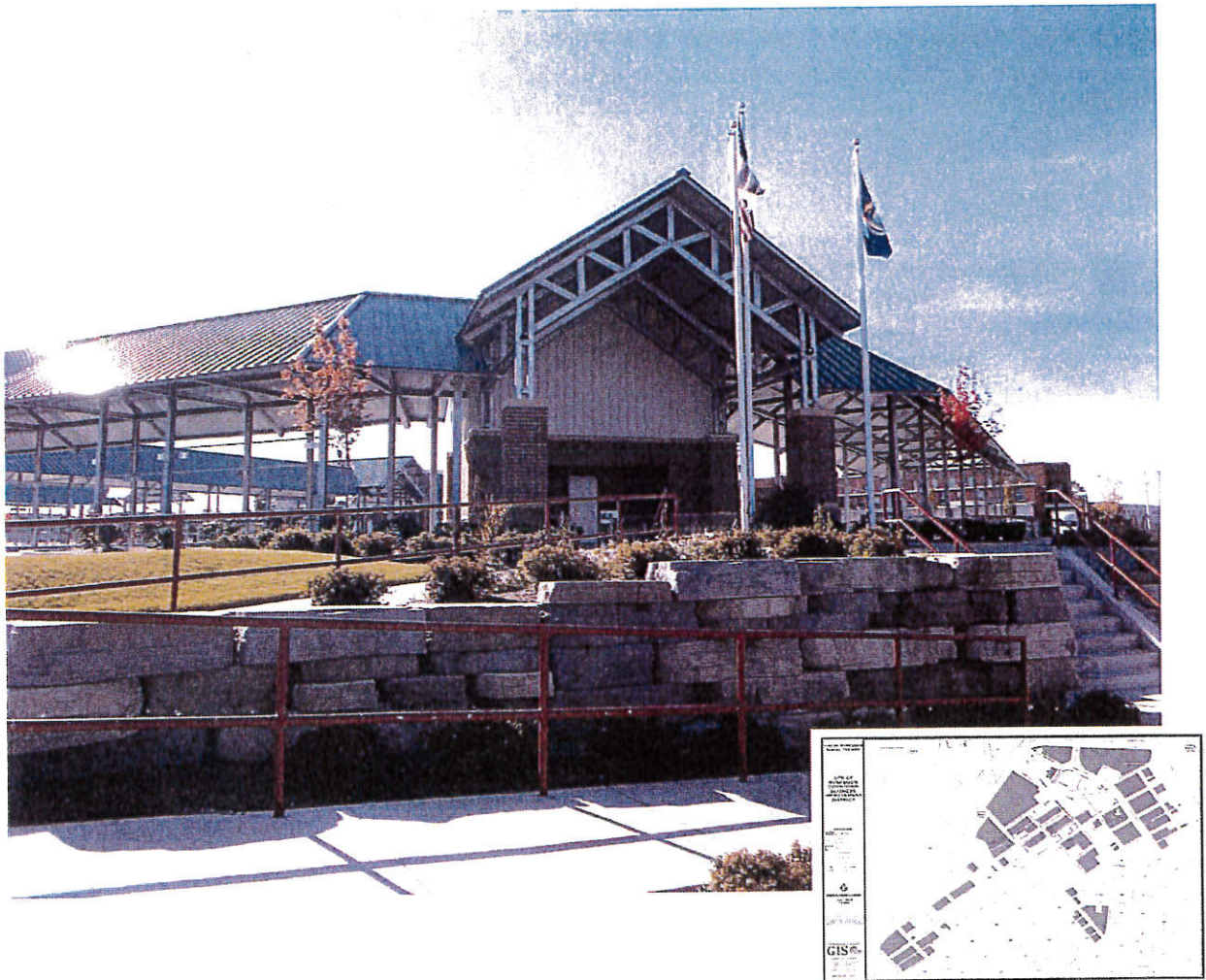
Special Instructions

Total Summary

Space : \$10,980.00
ADJ / DISC : \$25.00
Agency DISC : \$0.00
Sales Tax : \$0.00

Contract NET : \$10,985.00

DOWNTOWN MUSKEGON BUSINESS IMPROVEMENT DISTRICT



SPECIAL ASSESSMENT BENEFIT ANALYSIS SUMMARY

PREPARED BY THE MUSKEGON COUNTY EQUALIZATION DEPARTMENT

August 25, 2017



August 25, 2017.

Downtown Muskegon Business Improvement District Board
933 Terrace Street
Muskegon, MI 49443

Dear Board Members:

In accordance with your request, I have examined the proposed special assessment district for the Downtown Muskegon Business Improvement District. The purpose of this analysis is to document the reasonableness of this special assessment district by identifying and quantifying any accrued benefits. It is subject to the normal governmental restrictions of escheat, taxation, police power and eminent domain. The effective date of this analysis is August 25, 2017.

The proposed special assessment district encompasses all classes of properties. The Downtown Muskegon Business Improvement District Board has provided per parcel cost estimates in accordance with the City's Special Assessment Policy and all project-related costs.

The three year project is estimated to have a first year assessment of \$179,933.

The amount of money to be spread is based on a per parcel rate of \$0.08 per square foot of lot size for a "Class A" Property and \$0.04 per square foot of lot size for a "Class B" Property as defined by the Downtown Muskegon Business Improvement District Board in their Bylaws. The Downtown Muskegon Business Improvement District Board is solely responsible for these figures.

In conclusion, it is my opinion that the special assessment amounts as provided by the Board justly and reasonably represents the accrued benefits to the properties encompassed by this project. The amounts reflect the sum of the immediate estimated value enhancement and the intrinsic value that will accrue from an overall increase in property values due to an improved quality of life created by the proposed project. Simply stated, the rate of \$0.08 per square foot of lot size for a "Class A" Property and \$0.04 per square foot of lot size for a "Class B" Property as defined by the Downtown Muskegon Business Improvement District Board in their Bylaws for the above mentioned project area appears reasonable and equitable based upon the data presented by the Downtown Muskegon Business Improvement District Board, and supporting office records.

Sincerely,

A handwritten signature in blue ink that reads "Donna Vandervries".

Donna Vandervries, MMAO
City of Muskegon Assessor

West Western Avenue and 3rd Street



Equalization Department file photo

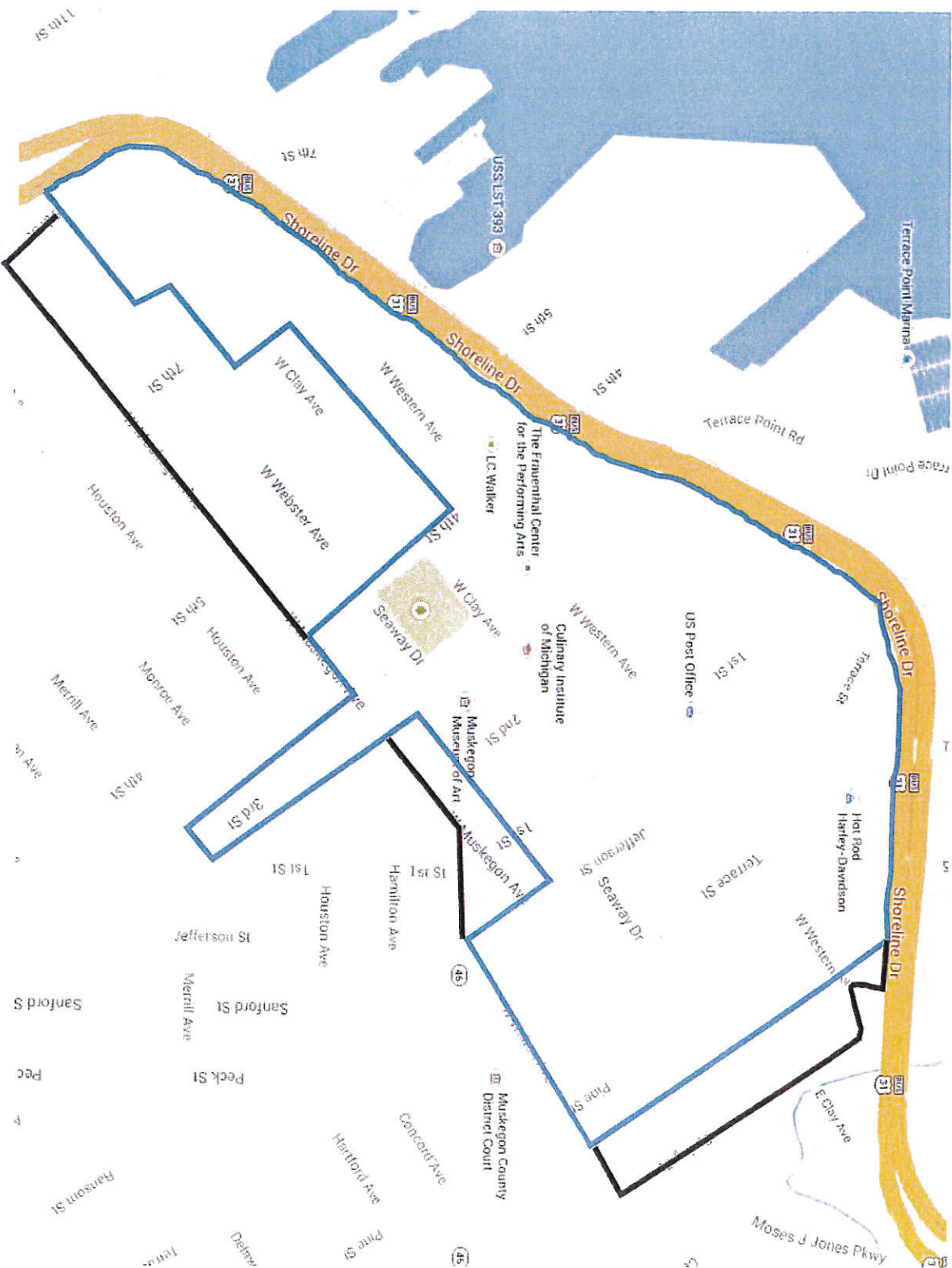
2016-2017 BID BOUNDARY

2018-2020 BID BOUNDARY

CLASS A PROPERTY W/ ADDRESS

CLASS B PROPERTY W/ ADDRESS





Blue = 2016 - 2017 BID District

Black = 2018 - 2020 BID District Expansion

Downtown Muskegon Business Improvement District

2018 - 2020 Assessment

Regarding: Assessment for 2018, 2019 and 2020

Date: Aug. 11, 2017

To: Muskegon City Clerk/City Commission

From: Downtown Muskegon Business Improvement District Board

Overview:

After separate public hearings, the Muskegon City Commission approved the Downtown Muskegon Business Improvement District on Nov. 24, 2015 and the district assessment rolls on Jan. 12, 2016. The approval was for one year. Again in 2016, the Muskegon City Commission had a status quo renewal of the BID for 2017 after public hearings Sept. 27, 2016 and Oct. 25, 2016. The BID Board used 2017 to study and review the BID District and the assessment structure, coming to a recommendation for 2018 and beyond.

Following a review of requested and needed services within the Downtown Muskegon Business Improvement District, the BID Board recommends to the Muskegon City Commission to extend the Downtown Muskegon Business Improvement District for an additional **3 YEARS** with an assessment be established for the 2018, 2019 and 2020 calendar years.

The BID board recommends the Business Improvement District boundaries be slightly increased to better reflect downtown activities and benefits of the district. The BID board also recommends changes to the assessment rates, property classifications and maximum assessments to more fairly spread responsibility for downtown services. Like in 2017, the assessments would be placed on the winter property tax bills for 2018 - 2020.

2018 - 2020 Assessments:

- "Class A" Properties, as defined in the BID Bylaws, shall be assessed an annual assessment of \$0.08/sf with no assessment to exceed \$4,000. Contiguous properties with the same use and same owner shall be assessed as one property. Property lot size on record with the County Assessor shall be used in determining the square footage of properties.
 - o In the instance of a condo property the master deed shall be used in determining the percent of the assessment that an individual property owner would be assessed.
- "Class B" properties as defined in the BID Bylaws be assessed an annual assessment of \$0.04/sf with no assessment to exceed \$2,000. Contiguous properties with the same use and same owner shall be assessed as one property. Property lot size on record with the County Assessor shall be used in determining the square footage of properties.
 - o Note that the BID Board on April 25, 2017 voted to amend the BID Bylaws to define a "Class B" property as: "Properties located within the Downtown Muskegon Business Improvement District which are currently use for, or zoned for industrial or manufacturing." The word "automotive" was removed from the definition, moving that category of property to "Class A."
- Based on this assessment structure, approximately \$179,933 can expected to be collected for services to support businesses and property owners within the BID in 2018.
(A budget recommendation & explanation is attached as a separate memo.)
- The assessment shall be placed on the 2018, 2019 and 2020 winter property tax bills.
- The 2018 -2020 BID district, assessment rolls and collection methods were discussed at BID Board meetings Jan. 24, March 28 and April 25, 2017. A resolution supporting the above recommendation

was voted on at a May 23, 2017 BID Board meeting. Due to a number of absent board members, a revote was taken at the July 25, 2017 meeting. The vote result of the same resolution at the two meetings was as follows:

2017 BID Extension Vote:

Member	Yes	No	Abstention	Motion/Support	Absent
Chair Doug Pollock	X				
VC Gary Post	X			Support	
Bruce Lindstrom	X				
John Riegler	X				(at May 23)
Phyllis Watson-Laudermill	X				
Frank Peterson	X			Motion	
Clyde Whitehouse		X			
Mike Hennessy	X				
Bob Tarrant	X				

Downtown Muskegon Business Improvement District

Budget Recommendation & Explanation

Date: Aug. 11, 2017

To: Muskegon City Clerk/City Commission

From: Downtown Muskegon Business Improvement District Board

Budget Recommendation:

This is a proposed third-year budget for the Downtown Muskegon Business Improvement District. Based on a two tier assessment where "Class A" Properties pay \$0.08/sf annual and "Class B" Properties pay \$0.04/sf annual the Downtown Muskegon BID can expect to generate \$179,933 during 2018.

Proposed 2018-2020 BID budgets

2017 BID Estimated Fund Balance	\$25,000
2017 Estimated Revenues	\$179,933
2018 Expenditures	
Snow removal	(\$75,000)
Landscaping	(\$30,000)
Marketing, promotion, events	(\$24,000)
Streetscape	(\$13,000)
Administration	(\$25,000)
Contingency	(\$12,933)
Total	(\$179,933)
Estimated Fund Balance Dec. 31, 2018	\$25,000

Budget Note:

The BID Board in 2016 appointed Downtown Muskegon Now as staff and managers of the BID. A Letter of Understanding between the BID and the DMN board was signed, having the budget and general spending categories established by the BID Board and work plans carried out by DMN. The administrative fee of \$25,000 per year was established for 2017.

All unused funds go to cash reserves in fund balance.

Budget Explanation:

Snow removal: The BID's largest line item is dedicated to snowplowing and salt application along sidewalks within the BID where the majority of the Class A properties are located along portions of W. Western Ave., Clay Ave., Morris Ave., Terrace St., Jefferson, 1st, 2nd, 3rd, 6th & 7th Streets. Funds will also be used to clear parking areas which are generally used by the public – specifically the two lots between 2nd and 3rd Streets accessed off of Morris Ave. With plenty of fund balance for snow removal, the BID Board will attempt to expand the snow removal services as the budget allows for 2018 and beyond.

Landscaping: The Downtown Muskegon BID in 2017 contracted with city of Muskegon Public Works Department to provide a high level of landscaping service after seeking bids from private contractors. The BID will likely seek a three-year contract to provide these services 2018-2020. Summer Landscaping includes the weeding and fertilization of common areas throughout the BID (grass cutting is done by the city). This line item also includes the planting and maintenance of flower planters throughout the BID (this item could be completed by a different vendor than the one doing the landscaping and clean up). Fall clean-up will consist of removal of leaves from the BID district and preparation of the planting beds for the winter. The BID board significantly increased the landscaping portion of the budget vs. 2016 with the intention of furthering BID landscaping services to Terrace Avenue, Clay Avenue and Pine Street as funds allow.

Marketing, promotion, events: The BID was used to launch the highly successful First Fridays events in the downtown, 6-8 p.m. family-friendly gatherings that have included a family dance party, two hugely popular street performance events and a "touch the truck" event. Beyond events, the BID is supporting an updated Downtown Muskegon website, a revised downtown email list, a new downtown e-newsletter and an annual tri-fold downtown map/brochure, direct and indirect advertising among other marketing and promotional activities.

Streetscape: This is a broad spending category that allows the BID Board to improve downtown Muskegon through new holiday decorations, public art projects, banners, directional/informational signs, benches, trash receptacles, sidewalk repairs, new planters, public space maintenance such as Olthoff Stage and Alcoa Square and like expenditures.

Administration: Downtown Muskegon Now provided the staff support to design and establish the Downtown Muskegon Improvement District in 2015 and 2016. As promised to the Muskegon City Commission for 2016, there was no BID funds expended for "salaries and benefits" – administrative costs. The BID requires staff time and effort. Going forward DMN needs to be compensated for its time and effort. Thus, administrative line-item in the 2017 budget continues for 2018 and beyond.

The 2018 – 2020 BID budget and work plan was approved by a vote of the BID Board on May 23, 2017. Due to absent members a revote of the same motion was taken at the July 25, 2017 meeting. The combined results were:

2018 -2020 BID Budget Vote:

Member	Yes	No	Abstention	Motion/Support	Absent
Chair Doug Pollock	X				
VC Gary Post	X			Motion	
Bruce Lindstrom					
John Riegler	X				(at May 23)
Phyllis Watson-Laudermill	X				
Frank Peterson	X			Support	
Clyde Whitehouse	X				
Mike Hennessy	X				
Bob Tarrant	X				

Bylaws

Of

The Downtown Muskegon Business Improvement District



Adopted April 29, 2015

Amended April 25, 2017

Purpose

The Downtown Muskegon Business Improvement District was created to promote economic development in downtown Muskegon and enhance services to existing businesses located in Downtown Muskegon through marketing activities, common area maintenance and beautification.

Article 1

Property Classifications

Class "A" Properties

Properties located within the Downtown Muskegon Business Improvement District which are currently used for, or zoned for commercial, office, retail or other similar activities not listed below

Class "B" Properties

Properties located within the Downtown Muskegon Business Improvement District which are currently use for, or zoned for industrial or manufacturing

Class "C" Properties

Properties located within the Downtown Muskegon Business Improvement District which are currently used for nonprofit or religious activities

Class "D" Properties

Properties located within the Downtown Muskegon Business Improvement District which are currently used for, or zoned for educational or governmental activities.

Article 2

Governing Board

Section 2.1 – Composition

The Downtown Muskegon Business Improvement District Board shall consist of nine (9) members. Board composition shall be consistent with the State of Michigan enabling legislation, Act No. 120 of the Public Acts of 1961. Statute allows for between seven (7) and fifteen (15) members. Board membership may be increased or decreased by a recommendation of the BID Board at the first quarterly annual meeting in January with the new board composition taking effect the following January 1.

Section 2.2 – Board Terms

Each board member will be appointed to a three (3) year term with no more than half of board seats expiring in one year. For the initial board, board members will draw lots to determine what members will serve one (1), two (2) and three (3) year teams. Board terms end on December 31 of the expiring year. The first year term for inaugural board members will expire on December 31, 2016 following the first full year of service.

Section 2.3 – Board Openings

Nominees for annual openings shall be indorsed by the Downtown Muskegon Business Improvement District board at its fall quarterly meeting and then sent to the Muskegon City Commission for formal appointment.

Section 2.4 – Regular Openings

Individuals seeking nomination/appointment to the board should complete an application of interest. If more individuals express interest in open positions than there are positions the Downtown Muskegon Business Improvement District may conduct an election by mail.

Section 2.4.2 – Voting Eligibility in Elections

Assessable property owners within the Downtown Muskegon Business Improvement District are eligible voters for the Business Improvement District Board.

Section 2.5 – Vacancies, Resignations and Removals

Vacancies which occur between fall quarterly meetings shall be filled by appointment via a recommendation of the Business Improvement District Board to the Muskegon City Commission.

Section 2.6 – Compensation

Downtown Muskegon Business Improvement District Board members shall not receive any compensation for their services.

Article 3

Officers

Section 3.1 – Appointment of Chair and Vice-Chair

The Downtown Muskegon Business Improvement District Board shall annually select one of its members to serve as Chair and Vice-Chair.

The Chair shall preside at all meetings.

The Vice-Chair shall act in the capacity of the Chair in the absence of the Chair. In the event of a vacancy in the office of Chair, the Vice-Chair will assume the office of Chair and the Business Improvement District Board shall select a successor to the office of Vice-Chair at the earliest practical time.

Section 3.2 – Secretary

The Downtown Muskegon Business Improvement District Board shall designate a qualified member of the downtown Muskegon services office staff to serve as secretary of the Business Improvement District Board. The Secretary shall file a detailed record of all proceedings in the downtown Muskegon services office and take all other action as necessary for the proper and expeditious execution of all board actions.

Article 4

Meetings

Section 4.1 – Open Meetings Act

All meeting of the Downtown Muskegon Business Improvement District Board shall be conducted at a public meeting held in compliance with the Michigan Open Meetings Act, Act No. 267 of the Public Acts of 1976. Any property owner or business owner located within the Downtown Muskegon Business Improvement District shall be given the opportunity to be heard.

Section 4.2 – Meetings Held

The Downtown Muskegon Business Improvement District Board shall meet a minimum of once per quarter. Additional meetings may be called between standing meetings with no less than 48 hours notice.

Standing quarterly meeting should cover:

- 1st Quarterly Meeting – Annual report/selection of chair & Vice-chair
- 2nd Quarterly Meeting – Discussion of following year's services
- 3rd Quarterly Meeting – Discussion of assessment based on recommended services
- 4th Quarterly Meeting – Recommendation of Assessment & recommendation of new board members.

Section 4.3 – Notice of Meetings

Notices of all meetings (regularly scheduled and special) shall be posted a minimum of two weeks in advance on the City of Muskegon's website and the appropriate downtown Muskegon organization's website.

Section 4.4 – Amending Bylaws

The Downtown Muskegon Business Improvement District Bylaws may be amended by a simple majority vote of the board.

Article 5

Administration

Section 5.1 - Records

All records of the Downtown Muskegon Business Improvement District board are available to the public in compliance with the Michigan Freedom of Information Act. Meeting agendas, board packets, meeting minutes and annual financials shall be posted to the administering agency's website.

Section 5.2 – Annual Meeting

At the first quarterly meeting of the year an annual report shall be presented which provides an overview of the previous year's activities and budget expenditures. The annual report will be publically available via the administering agency's website.

Business Improvement District Bylaws were amended as of April 25, 2017 by a unanimous vote of the BID board.

To: DDA board members

From: Dave Alexander, Business Development Manager

Re: Economic development/events monthly report

Date: 7-9-19

Despite all of the events, vacations and activities, interest in downtown Muskegon has not waned at the beginning of this summer.

Convention Center – The Clark construction trailer is in place behind the LC Walker Arena and the contractor is ready to begin underground utility work for the convention center. The Muskegon City Commission has approved its last changes to the development agreement and the bonding resolution. The county should be doing the same as subcontractors are secured. The project timetable still is to have the convention center open the first quarter of 2021.

794 Northtown – The former Al Perri Furniture store has been transformed into a mixed use facility with Redmon's Kitchen opening and Aldea Coffee and Rake's Brewing not far behind.

Third Street Dock – As the city and Mart Dock continue pursuing a land swap – Fisherman's Landing for the Third Street Dock – community development leaders and city staff quietly plan public use of the space between Mart Dock and Shoreline Inn, including how to link downtown to the waterfront using Third Street. It is a great location for a needed second cruise ship dock and provide shopper-dock access to the downtown.

Lakeview Lofts – The first residents of Lakeview Lofts moved in last week with more coming this week. The planned Boomtown Market has moved to the first floor of Lakeview Lofts and hopes to open a small store yet this month while construction continues. Work progresses on Lakeview Lofts II with construction expected this fall.

Opportunity Zone – Investors from the Grand Rapids area are parading through downtown looking to become involved in the Lakeview Lofts II and Foundry Square OZ developments of Great Lakes Development Group.

Retail-Restaurant-Office – All existing businesses, a Mexican restaurant, women's clothing store and dental office are looking for space in downtown Muskegon, among other prospects.

Western Place – Construction is well underway on 15, three-story, three-bedroom town homes at Jefferson and Western Avenue. The units will be priced from \$299,000.

Watermark – Moses Gross from Brooklyn, N.Y. gave it his best effort to redevelop 1 million square feet of former office furniture industrial space into mixed-use residential. He has stalled in those efforts and will now have the Watermark property up for sale.

EVENTS: Report from Ryan Cummins in the city clerk's office

Taste of Muskegon – Taste of Muskegon went great! We had an increase in revenues – the largest Taste in its history -- despite poor weather on Friday. We had strong and steady crowds throughout the day on Saturday. The cooking demonstrations were well attended and the Kid's Area was a great attraction. We heard great feedback from patrons and our food vendors.

Food Truck Rally – The first Food Truck Rally of the year also had a great crowd. We had a good variety of food trucks. Many enjoyed the music and the extended drinking area. Many people are asking for more of them. The next two are July 24 and August 21.

Chalk the Walk/First Fridays – Chalk the Walk was a huge hit on July 5 and the Lakeshore Art Festival. We have partnered closely with the Chamber and prize giveaways were Lakeshore Community Cash.

150th Celebration – The 150th Committee is working hard on the final touches. We are in communication with the bands to finalize details and are promoting the concerts and the free community gathering heavily. The free community gathering will include kid's activities, presentation by local officials, live music and a flyover.

Street Performers/First Fridays – The Street Performers event planning is going well with a great variety of performance types planned. We are finalizing the locations and map for each performer but so far there has been great interest on Facebook. More flyers will also be going out with Kids Food Basket distribution. The event is Friday Aug. 2 6-8 p.m.

To: DDA board

From: Dave Alexander, Business Development Manager/DDA

Re: August monthly development/events report

Date: 8-13-19

Here is an overview on a few critical issues I have been involved with over the past month:

Marketing downtown: I met with Don Kalisz from the DDA and partner in Revel. We discussed various ways in which the DDA and the city can accomplish its marketing and promotion activities. I am putting on hold any DDA discussions and my recommendation for moving forward until the budget is clarified for 2019-2020.

The Leonard: Corey Leonard and Sweetwater Development has completed the final land deal for the DMDC corner lot at Second and Western. He is putting his final financial package together and hopes to be under construction on a six-story mixed-use building by early fall.

BoomTown: Dana Precious has opened the much requested "downtown market" with BoomTown on the first floor of Lakeview Lofts. Please patronize her business. It needs to be successful as she builds out her space and begins offering grab to go and fresh items. This is business in progress.

Pine Street: Nipotes is open as are some of the businesses in NorthTown 794. Please check them out. Pine Street is becoming a small and thriving commercial district within the downtown as has Midtown along Third Street.

Investors: The city's economic development team continues to meet with investors interested in downtown Muskegon, many of them drawn by the Opportunity Zone incentives available. Small business inquiries also continue as shop owners looked to establish new businesses or relocate existing businesses into the downtown. A case in point is the new cocktail bar of West Michigan Rum Company's Burl & Sprig outlet in the Nobel Building, hopefully opening yet this month.

Cruise ships: There has been a lot of discussion among the private and public sectors, including city, chamber and county leadership on how to handle the potential explosion of Great Lakes cruise ship activity. A second cruise ship dock beyond Heritage Landing is key to that planning as is the logistics/security and onshore experiences as we ramp up for 32 daily ports of call in 2020 and potentially up to 50 by 2021 or 2022.

Port meetings: The city, county, chamber, WMSRDC and others are hosting two groups of state officials on Thursday Aug. 15 as they explore Muskegon port development and cruise ship operations as the Pearl Mist is in town that day. The groups will end their time here with a lunch and cruise of Muskegon Lake on board the AquaStar.

Morris-Third parking lot: Repaving of the parking lot being paid for by a collaboration of the DDA, DMDC and BID is underway this week. We should have an improved parking surface by week's end, if not sooner.

Tours/presentations: I continue to provide tours and presentations on downtown and our historic transformation. Just two most recently were educators from around the county exploring downtown through the MAISD training sessions.

EVENTS

An update from Ryan Cummins, city clerk's office/events:

150th: We had a great birthday party! Things went smoothly. We received excellent feedback from those who attended the concerts and free community gathering. Many people commented about how much they enjoyed themselves and how much the event reminded them of the Muskegon Summer Celebration days.

First Fridays August Street Performers: We had a great turnout for the Street Performers event and many different kinds of performers for all ages. The sidewalks were filled with people and many people stopped into downtown businesses during and after the event. Next year we will be considering whether to close the street to ensure safety with the large crowds and space limits on the sidewalks.

First Fridays September Touch the Truck: Touch the Trucks will be happening on 9/6 from 6p-8p. We have a wide variety of trucks from police cars, fire trucks and ambulances to semis and tow trucks. The trucks will be spread out along Western Avenue.

Halloween events: The Halloween Bash is scheduled for October 19 at the Farmer's Market and Western Market.

Western Market: We are working with many chalet owners on their event ideas. A Pet Parade is tentatively scheduled for 9/7. A dinosaur dig is scheduled for 9/21 in the back sand area. We are also working on a possible movie tonight with the movie being projected onto the 333 Western Ave building wall that abuts the sand area. Also, there is Ashley Cooper's City Hop idea as well.

Food truck Rally: The final rally of the year is set for August 21 from 5p-8p. Let There Be Rock will be the band.

Farm to Table Dinner: The Farm to Table is scheduled for 9/5 from 6p-9p. Chef Jack Page will be cooking a delicious meal that is focused on Michigan ingredients and using several vendors from our Farmers Market. The menu and tickets are available through EventBrite.

To: DDA board members

From: Dave Alexander, downtown manager

Re: September economic development/events report

Date: Sept. 10, 2019

We have a tremendous summer in downtown Muskegon in terms of events, visitors, continued interest from businesses and investors and an overall buzz that continues to grow.

Parking lot: Resurfacing the DMDC public parking lot at Third and Morris was completed and looks great. Thanks for the DDA participation.

Construction: The convention center is under construction with a potential completion in the first quarter of 2021. Three other projects are in line to be under construction yet this fall ... the second phase of Lakeview Lofts, The Leonard and a new Mircotel by Wyndam. Lakeview Lofts and The Leonard both should be on the October Michigan Strategic Fund agenda and with state approval of a Community Revitalization Program grant/loan should be under construction.

880 First: On the city commission agenda tonight will be a recommendation to pursue a proposal from Joel Furgeson/Brianna Scott for redevelopment of the former AmeriBank property. It would be mixed use with commercial on the main floor and residential. Above. There are already two interested commercial parties out of Lansing, one for a restaurant and the other an entertainment/event space.

Samaritas: The large Grand Rapids Christian non-profit is pursuing a 53-unit affordable senior housing development at Spring and Clay behind Northtown 794.

Midtown: The Third Street streetscape project is now underway and Third will be closed from Merrill to Muskegon for the next two months. Brad Martell has provided Midtown parking from his lot at 1144 Third, the former Mattson Olds property.

Former Olds property: Brad Martell would like to find a development partner for an extensive redevelopment site on the old Mattson Olds property. As a Redevelopment Ready Community, the city of Muskegon is in line for significant state assistance to help Brad and the city get the property in a position to seek requests for proposals.

Social Districts: The concept of carrying a beer down Western Avenue is not dead but needs state enabling legislation. We will work with state Rep. Terry Sabo's office in pursuing such legislation in Lansing after the state budget has been settled.

No smoking: The number of cigarette butts at PM Park, other city parks and along downtown sidewalks is obnoxious. The city hopes to clean up that mess by banning smoking in city parks and along sidewalks and public right of ways in the downtown. The idea is to get the smokers

out of the front of businesses and into the back of them. The issue was discussed at Monday's commission work session.

Business interests: The interest in downtown locations remains strong. In the past months downtown is being looked at by a two-dentist office, a new physical therapy practice, a soup producer/retailer, an Italian pastry business, an established hair salon, two bakeries, two Mexican restaurants ... those are the business interests I am aware of and working with. Downtown remains a hot product.

Presentations: In the past month, I have had extensive meetings with bankers from PNC and Huntington wanting to know what is going on in downtown and how to engage better in the community. I also presented to the Muskegon Women's Club and welcomed the final cruise ships.

Ryan Cummins event report

Farm to Table Dinner: We had a sellout Farm to Table Dinner this year! Chef Jack Page prepared an excellent meal with 89% of the ingredients coming from within 30 miles of the market. Many people commented about how well things were decorated. We had many generous product donations from area businesses and market vendors for the silent auction and dinner ingredients. Overall the fundraiser was a great success and support for the market.

Touch the Trucks: We had a fantastic turnout for Touch the Trucks. Over 25 trucks were placed along Western Ave from the Farmer's Market to Pigeon Hill. A number of businesses reached out and wanted to be a part of the event. Many people have commented and messaged us saying this year's event was the "best ever" and how they appreciated a free family friendly event. Another person commented about how the restaurants and shops had "amazing" hospitality as well. Thank you to Ramos Towing for making this event happen.

Dinosaur Dig: A dinosaur dig is scheduled for 9/21 from 11a-2p at the Western Market sand area. This was the idea of a Western Market vendor, Tatterweave. This is a free event where children can dig in the sand to find dinosaurs toys, fossils, and eggs. Prizes will be given away for those who find golden eggs.

Halloween Bash: The Halloween Bash is scheduled to take place on October 19. The event will include games, children activities, and prizes. There will be princesses and super heroes to interact with children as well as pumpkin decorating. Trick or Treating will take place at the Farmer's Market and Western Market.

Christmas: Planning begins now on Small Business Saturday, Christmas Tree Lighting and Holidays in the City.

New Midtown era begins this fall with streetscape project;

Third Street closed through Nov. 1

MUSKEGON, MI – (Aug. 30, 2019) The Midtown commercial district is prepared this fall to become a stronger link between the City of Muskegon's near-downtown urban neighborhoods and Downtown Muskegon.

The city will embark on a significant streetscape upgrade of the historic Third Street business district from Muskegon to Merrill avenues. Third Street will be completely closed to vehicular traffic starting Sept. 3 through Nov. 1, according to Muskegon Director of Public Works Leo Evans.

During the street and sidewalk reconstruction, all Midtown businesses will be open and easily accessible from free public parking lots on the east side of Third Street from Houston Avenue to First Street on the former Mattson Oldsmobile property. Blue and white signs will be placed throughout the district directing customers and visitors to "Midtown parking."

Those driving to Midtown will be able to cross Third Street at Houston Avenue and can access Midtown businesses and residents using First and Fourth streets. Pedestrian access to the Third Street businesses and residences will be maintained throughout the construction.

The scope of the approximately \$900,000 project will include water main and service line replacements, street reconstruction, sidewalk widening, new decorative streetlighting, landscape plantings, a bus stop shelter, and street furniture. The goal is to blend the look of Midtown with downtown's West Western Avenue, Evans said.

The prime contractor for the Third Street project is Jackson-Merkey of Muskegon. Funding is coming from a \$200,000 Consumers Energy Foundation grant, a \$40,000 Community Foundation for Muskegon County grant, \$40,000 in federal Community Development Block Grants, \$400,000 from the city's water fund and \$220,000 from the city's major street fund.

The Midtown project comes at a time of transformation of the business district.

"As the upgrades to Midtown are made this fall, the business owners and investors in the district are beyond excited to be on Third Street," said Lighthouse Property Management's Kathy Dennison, a Midtown property owner. "It is amazing to see what has evolved in the last couple of years. The passion and energy is contagious ... we are rising together. "

For more information contact:

Muskegon DPW Director Leo Evans, 231-724-6920

Muskegon Downtown Development Authority's Dave Alexander, 231-215-8827

Third Street/Midtown Streetscape Construction

September 3 - November 1 2019



- Third Street will remain closed to traffic through the construction
- All Midtown businesses will remain open and accessible
- Patrons and customers can park in the former Mattson Olds parking lots
- The intersection at Houston and Third will remain open through the construction

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Roads open during
Midtown construction